



## **MEDIA RELEASE**

**Kevin V. Arata**, Corporate Communications Director

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Contact: Nathan Walls, Public Information Specialist

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Phone: (910) 433-1710 desk, (910) 728-5943 cell

## **Experts to Recommend Strategy for Leveraging the North Carolina Civil War History Center**

(Fayetteville, N.C.) – Wednesday, April 5, at 5:00 PM at the Arts Council, 301 Hay Street, the public will have the opportunity to hear the recommendations of the Urban Land Institute Triangle Council's Technical Assistance Panel (TAP) on recommended strategies for leveraging the North Carolina Civil War History Center. Ample parking is available at the City's Parking Deck located at 208 Franklin St.

The City has been chosen as a recipient of this assistance program, which offers focused impartial and expert advice on a discrete well-defined problem. The TAP Process is typically an intensive two-day process where a multidisciplinary panel of ULI Triangle members explores market potential, land use and design, financing and development strategies, and organization and implementation.

Through the TAP process, ULI brings clarity and objectivity to advanced land use solutions. The City was previously a recipient of a TAP process in 2015 which focused on Downtown Fayetteville and which provided direction on the location of the proposed baseball stadium.

For this TAP project, the City has asked the TAP, "What measures can the City of Fayetteville take to better connect the proposed Civil War History Center to the Haymount business district and to the other cultural amenities in downtown Fayetteville?"

The History Center is expected to generate on and off-site expenditures of \$5 million annually and has a projected annual visitation of 105,000 - 130,000 people. The team will assess and provide advice on the challenges inherent in creating a more vibrant mixed-use Fayetteville neighborhood being catalyzed by the proposed Civil War History Center.

A creative work space environment across from Arsenal Park has been graciously provided by Mr. Steve Floyd, of Floyd Properties and Development.

At the conclusion of the two-day effort, the TAP will provide their assessment. Questions can be addressed to Eloise Sahlstrom, City of Fayetteville, Urban Designer, (910) 433-1671.

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Fayetteville City Hall • 433 Hay Street, Fayetteville, NC 28301

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